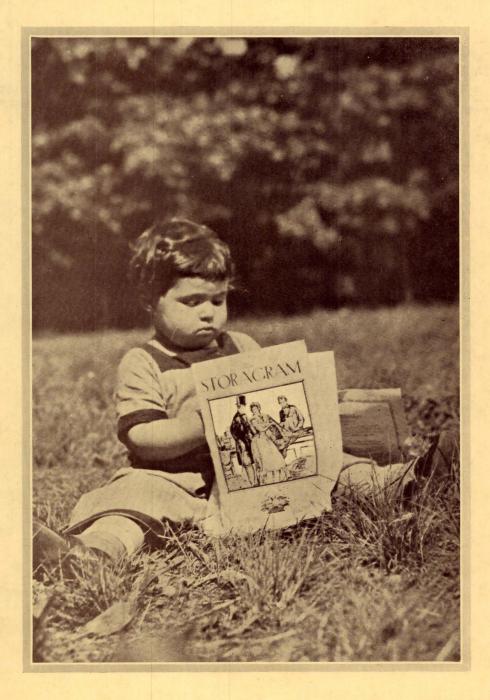
STORAGRAM



KAUFMANN'S

नित्ति स्तिति स्ति This Month's Cover The young lady so seriously perusing a copy of the Anniversary Number of the Storagram is the daughter of Mr. Goldspinner, Buyer of the Boys' Clothing Department in the Basement Store. The photograph was taken in front of the Club House at Bear Run and might be entitled "How to Spend a quiet Hour at the Club."



STORAGRAM

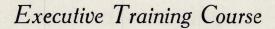
The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

Published monthly by and for the employees of Kaufmann's "The Big Store"; printed and bound in our own printing shop

Vol VII

Pittsburgh Pa., September

No. 8



The Retail Bureau in conjunction with the store again offers the opportunity to the young men and women of this store to advance themselves. Those of you who are ambitious and wish to get ahead, and do larger things in your life, should not fail to take advantage of the opportunity which is presented in the Executive Training Course.

This course begins October 4th and closes April 18th, 1927. During this period you will be given the pleasure of hearing the best known and qualified executives of stores in this city on the following subjects:

- 1. Principles and Methods of Retailing.
- 2. Store Service.
- 3. Merchandising.
- 4. Finance and Control.

Those interested can get in touch with our Training Department for further details.

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Millinery Imports Unusually Distinctive

The new styles in hats as pictured to us by Mrs. Salomon on her return from the European markets and some of the imports which are appearing in the department represent many striking changes and reveal a trend

for greater individuality in millinery

The most important colors for fall are reds, browns, greens, and of course, black. The red tones range from a brilliant flame shade to the deep, almost purple, Bordeau red. Brown appears in many tones, and green most evident in a rich dark shade, also appears in lighter hues

It will not be difficult to choose a material you like in a fall or winter hat, for all are soft and crushable, and all are equally becoming. Perhaps the predominating material is velour, an unusually soft, thick variety, but



Mrs. Salomon at Versailles

velvet is also seen frequently, and felt maintains its usual popularity. These fabrics are admirably adapted

to the new designs.

Large hats, small hats, medium-sized hats-all are good, but whatever the size, the design, to be quite correct, must be draped. The chic hat is draped in self material in many ways to suit the individual contour. It is remarkable how many different styles can be planned around this one central idea, and how becoming they are to the various types. Mrs. Salomon has carried out the individual note in her foreign purchases. Our imports for the millinery department are coming from more than one hundred different houses and were chosen after looking at the products of approximately one thousand designers and manufacturers of France, Austria and England. They are from large houses, from even better-known exclusive designers, and from small

establishments showing themselves capable artisans in designing and making distinctive millinery.

Mrs. Salomon visited the important races where the latest and most original styles are sponsored. Many of the hats which are coming into the department now are copies of ones featured at the French races

An added attraction to the imported hats this fall will be their unusually low price, made possible by the rate of exchange, which has been favorable to the American buyer. The Debutante shop will display many interesting sport styles at very reasonable prices. The French and Adoria Salons will show the more elaborate styles.

Items of interest in the trimmings section are the crystal ornaments, boutonnieres, and corsages. favors large boutonnieres for the day, and large flowers in the corsage for shoulder or waistline in the evening dress. A goodly assortment of these are on display in

the trimmings section.

The imported merchandise which appears in our millinery department speaks well for the good judgment used in its selection and is an important factor in making our department one in which the women of Pittsburgh can find hats which are the latest mode and in sufficiently varied styles to suit all types.

888888

The Novelty Rules in Gloves.

Gloves have a difficult position this fall. They must be fancy in their own right, and they must match shees, hose, pocket books, coats and hats. All dress gloves (principally of kid) have novelty tops—embroidered, beaded, trimmed with lizard or snake skin. You can choose the body of the glove to match your coat and shoes and trimmings to match your hat and bag.

The merchandise which is on display in our glove department shows the styles which importers are selling to their trade for 1927 spring wear. This is due to the fact that Miss Griffith visits the markets late and

is able to secure the spring styles.

Many children's gloves are copies of women's styles, and our slogan is "Novelty wrists-mothers can't re-

Two special types of gloves are featured in the Children's department. The one is made for a small woman who can not be properly fitted in the women's or children's sizes, the other is for the youth of 15 or 16, who often has difficulty in getting the correct size.

Another type of glove which is being featured is perspiration proof in light kid or heavier cape skin. It was tried with excellent results last year, and many more

are being sold now.

Chamoisette and chamoisuede are popular priced gloves in both women's and children's. Silk gloves with chamoisette linings are favored by many women for general wear in the winter. A new "simplex" cloth looks like suede or doeskin, is much less expensive and is easily laundered.

Woolen gloves for sport wear are shown in distinctive colors and designs. These are imported from Germany

and England.

Our glove department can offer you a choice of the most advanced styles in gloves, whether you wish them for sports, general wear or dress.

888888 ON THE CAR

Mrs. Grouch—"Did you notice that pretty girl that sat next to you?"

Mr. Grouch—"Do you mean the dizzy blonde with Mr. Grouch—"Yes; that's her."

Mrs. Grouch—"Yes; that's her."

Mr. Grouch—"No; I didn't notice her."—Exchange.

Mr. McGhee Comments On Europe

Of course purchasing distinctive writing-paper and hunting about for interesting, unusual books was Mr. McGhee's primary job and was fascinating enough in itself. But he believes in getting the atmosphere of a country as well as choosing wisely of its merchandise and can give many shrewd observations on Italy, France Austria, Belgium and England, the countries which he visited.

On the continent, Mr. McGhee's selections were for the stationery department—writing paper, desk fittings and novelties. Paris was showing stationery—extreme in coloring, many odd novelties, and desk sets of artistic design in bronze, marble and leather. Milan, Venice, Vienna, Brussels, were the sources of many interesting

items of stationery and desk sets.

Besides discovering much merchandise for his department in these places, Mr. McGhee found them very attractive from an artistic point of view. In Paris, he visited both the National Opera and the Opera Comique. Paris seemed to him the noisiest place in the world and after a week there, Venice, which of course has none of the traffic that makes all the turmoil in Paris, seemed peculiarly quiet. He was surprised to find the Italians so up-to-date and apparently well-to-do. In Milan, this appearance was especially noticeable. There also the military was smart and much in evidence.

London seems to be a mecca for seekers after first editions. Mr. McGhee browsed around in little old shops, looking over many unimportant volumes, but finding every once in a while something to reward his search. He was much impressed with the adaptability of the representative of the London office who assisted him in his buying. This man knew very little about first editions or old books when he started out, but he spent one night reading a book on first editions and thereafter apparently had all the knowledge of a connoisseur in this line. Between the two, some very interesting vol-umes were picked up, and will be noteworthy additions



Mr. McGhee and Miss Kuhlmann on board the Leviathan

to the book-department and of much interest to book lovers of Pittsburgh.

The many interesting excursions to spots well known in the history of literary men made London doubly attractive. Mr. Charles Roditi acted as host at a party at the "Cheshire Cheese," and Mr. McGhee sat in the place once the favorite resort of Samuel Johnson.

If Mr. McGhee were considering a change of residence, he would think of continental Europe as an interesting place to visit but London as an ideal spot in which to live.

333333



Miss Fismer in Venice

SHARING AN EARLY BREAKFAST WITH THE BIRDS IN FRONT OF ST. MARK'S

Following are a few interesting facts of Miss Fismer's Trip:-

> "I went to Paris first, but not to buy until I had seen what the Rue de la Paix was offering its fashionable clientile.

> I shopped as you would have done; in the retail stores, in gift shops, and in the hotel displays. Then I hunted out the Parisian makers of all the

gift novelties I had seen.

Among all the beautiful articles it seems strange that so many of the most exquisite things should be found in the smallest shops in Paris. Fortunately Roditi's had been able to locate for me the manufacturers of these lovely articles.

Gifts are most fascinating in gay, chic, fashionable Paris; in storied Florence; in Venice—of bridges and gondolas; in quaint Bohemia; in old German towns-like red-roofed toy villages grown large. In fact, everywhere in Europe I could not resist the temptation of buying them.

You surely will want to see these pretty things which are arriving daily and I hope to have the privilege of showing them to you. Marie Fismer."

888888

The boss was dictating to the new, pretty and so-

phisticated stenographer. Suddenly he stopped.

"Am I too fast for you?" he asked anxiously.

She considered him and then replied: "Oh, no, indeed, but you're a trifle old."—American Legion Weekly.

Educational Opportunities in Pittsburgh

Evidence that the young men and women of the Pittsburgh district fully appreciate the unusual opportunities available to them for self-advancement is indicated in an announcement from Carnegie Institute of Technology that its night courses have nearly trebled in enrollment during the past four years. According to the report, the enrollment increased from 1101 in 1922 to 3252 students registered in 1926.

In their plans for the coming night college year, President Baker and his associates are al-

ready taking steps to receive an enrollment that is expected to exceed the high water mark reached last year. Pre-enrollment interest in the courses indicates that the opportunities for technical education in the district are being taken with a steadily growing responsiveness by Pittsburgh men young men and women.

While many of the courses are offeed to college and high school graduates, the majority are for the benefit of students with limited education who wish to broaden their knowledge and to gain additional technical training.

In the College of Engineering, the regular courses leading to a diploma are given to graduates of high school, or equivalent training, in Chemistry and in Civil, Electrical, Mechanical, and Metallurgial Engineering. Special Courses are also given in these subjects.

Regular courses leading to a Certificate of Proficiency are given in the Building Trades. Other courses are Practical Chemistry, Storage Batteries, Welding, Electric Meter Practice, Radio Communication, Automobile Maintaenence and Operation, Printing, and General Studies

In the College of Fine Arts students with inclination toward the arts are given the opportunity to express their natural aptitudes, while others with advanced training, find in this college the inspiration to further develop in their chosen work. Courses offered include a wide variety in the Department of Agriculture, Printing and Decoration, Music, and Drama.

Registration and interview nights will be September 29, 30, and October 1. Classes begin Monday, Oct-

ober 4, 1926, and end Friday, April 29, 1927.
For the young women, the Y. W. C. A. offers many interesting courses in a great vareity of subjects. Following is their fall announcement:

"It's September and all the things you would like to do and know are being offered at Central Branch Y. W.

C. A. at 59 Chatham Street.

Included in the English group are classes in Vocabulary Building and Literature, and better English. This group will also have a class in appreciation of plays

FROM FLORIDA

W. P. Beach, Fla. August 5, 1926

Kaufmann's. Pittsburgh, Pa. Gentlemen:

Just a line to thank you and your Mail Order department, my orders are always as pleasing and satisfactory as if I personally selected same—even the shoes you sent were beautiful and fit perfectly.

Yours very truly, Mrs. James Johns

Service

Service is the greatest thing in the human calendar, and the better we equip ourselves, the better we serve, because in the expansion of the mind comes the better understanding of how to serve. No matter what your fortunes in life, the greatest compensation that will come to you tomorrow or nex; year, or the closing year of your life, will be consciousness that you may somehow have been of service, either to your friends, your state, or you common country. This is the greatest thing that can happen.—Warren Harding

and movies coming to Pittsburgh this year. For poise, assurance, voice training and ease try classes in Dramatics. New equipment will make this work more helpful and worthwhile.

Ways of making the lovely china, pictures, and decorations will be taught in the Arts and

Crafts courses.

Mrs. Helen Glenn Tyson will consider in her course not only the problems and difficulties confronting married life, but its history as a social institution. Do you know how to live 100% efficiently and happily? Dr. Florence Teagarden will tell you

how to make the most of yourself in her class, the Tech-

nique of Living.

To attain an intelligent view-point on modern life, political, social and cultural, get into such groups as, Tuning in on the World—Internationally, Nationally and Locally.

Do you want to speak French, Spanish, Italian or German? All these classes are offered at the Y.

If you are desirous of advancing yourself by the study of commercial subjects in your spare moments, you can find at the Y, classes in Shorthand, Dictation, General Office Work and Business Management for One's Personal Affairs.

Come to the Y on "Come and See Night"-September 24 at 8 o'clock. We will gladly tell you all about the classes we have to offer.

These are only two of the institutions offering opportunities in education for the ambitious young man and

The University of Pittsburgh offers numerous courses in its evening school for those who are interested in serious study along cultural or professional lines.

The new Y. M. & Y. W. H. A. is planning many types

of classes in its educational center. The Fifth Avenue High School night courses are always popular.

Have you been half-heartiedly hoping that you could get a chance to study some subject in which you are especially interested? Have you been saying to yourself "I wish I knew enough about art, music, good books really to appreciate them?"

The person who is working during the day and anxious to use part of his leisure time for self-improvement has unusual opportunities for study in the night schools of Pittsburgh. Whatever your past education, whatever your present aim, in one or another of the schools you will find just the course you want.

The Training Department has complete data on courses offered in the various schools and colleges of Pittsburgh. If interested ask Miss Fitzsimmons for

information. She will give it gladly.

FOR THE MEN'S CLOTHING DEPARTMENT

Kaufmann's The Big Store, July 23, 1926 Pittsburgh, Pa. Dear Sir:

I am very grateful to you for the instantaneous service rendered me in the renovation of the suit purchased at your store and which you kindly offered to

I can't help but express my appreciation for the Very truly yours, M. Y. STEINBERG kindness extended to me.

A New Angle to Advertising

Dr. Petty tells of a minister who spread eulogies (vulgarly called bologni) so thickly upon a deceased man who deserved the contrary, that his relatives left, thinking they were at the wrong funeral. We are not attempting to draw a gruesome parallel, but if we were to write of Mr. Angle as he deserves he would deny the description. At last, a modest advertising man!

Mr. John H. Angle just recently assumed the duties of advertising manager of this store. He graduated from Oberlin College in 1904 and shortly afterwards

married a co-AB-graduate.

After one year with Lasalle & Koch of Toledo, Mr. Angle was appointed advertising manager of that store, which position he left after six years to become advertising manager of the Powers Mercantile Company in Minneapolis. After nine years there, Mr. Angle became sales manager of Hutzler's in Baltimore, and then Kaufmann's was fortunate enough to secure his services.

Mr. Angle is the father of one son of 18 who will enter St. John's College this fall, and a daughter of 13 years who will reside with Mr. and Mrs. Angle in

Pittsburgh.

The Storagram, speaking for all employees, takes pleasure in welcoming Mr. Angle to Kaufmann's and pledges its co-operation towards making his stay pleasant and his efforts successful.

555555

Miss Felton Was Helpful in an Emergency Dear Miss.....:

I forgot to ask your name and hope that you did not think I forgot your kindness, because I shall never do that. I made the purchase for my sister, and when the material and shade were delivered to her she mislaid the bill and I could not remember your number. I thought every week that I would get to come in to give you my thanks.

She just found the bill and brought it to me yesterday. I feel that I never can repay your kindness.

Best wishes for your success.

Monongahela, Pa.

It's Worth Imitating

This incident was observed on Second Floor not long ago.

A man evidently not accustomed to shopping in a department store was waiting in the Sporting Goods Department. The salesman in the one section was showing merchandise to another person and paid no attention to the waiting man, who was becoming impatient. An employee from another floor just happened to be going through the department and noticed the situation. He saw a salesman in another section who was not busy and asked him to take care of the waiting customer. This salesman sold one hundred roller skates

When you're going through the store on business or on a shopping permit, how do you act? As one who is willing and anxious to help any customer, or fellow worker who needs assistance or with the feeling, "I'm not on duty, don't bother me." Would you have been observant and thoughtful enough to have handled the situation as well as this one employee did in the Sporting Goods Department? If you are shopping in another department, and a customer asks you to wait on her, do you say briefly, "I don't sell here," or do you ask the floorman to get someone to serve her?

To the outsider, you represent the store, whether you are in your own or another department. A smile, a cheerful, "I'll find someone to help you," a courteous, intelligent answer to a question, helps make Kaufmann's a pleasant place in which to buy and work.





Our Vienna Office Staff

This photograph sent to us by the Vienna office makes us a little better acquainted with the members of one of our foreign buying offices.

From the picture, we would judge them to be a very alert and good-natured group. Our buyers who have visited this office confirm us in that opinion. The Vienna office like all the Roditi offices makes every effort to be of service to our buyers, in personal matters as well as in business, and every buyer returning from Europe mentions again and again their ability and courtesy.

The Vienna office takes care of all purchases made in Austria. The men oversee the buying and delivery, the women advise on fashion merchandise— a very successful

combination.

"The Observer" Reports on Club Activities

Prize Winners

JULY 25-AUGUST 1.

SWIMMING Anna Klien COSTUME PARTY

Tillie Doyle Verona Peters Funniest-Mr. Haas Prettiest—Esther Sebenberg Cleverest—Goldie Skirball

AUGUST 1—AUGUST 8

SWIMMING

Grace Amon Jean Bliswick Helen Carr Grace Spiegel Irene Greiner Kaythrine Kanya

TENNIS TOURNAMENT Raymond Heyman

AUGUST 8-AUGUST 15

SWIMMING Miss Snyder

DIVING

COSTUME PARTY I. Hohenstein—Funniest Becky Sobel—Cleverest Margaret Sonata—Prettiest

Theresa Klein TENNIS

BOWLING Mrs. S. J. Davis Men's—Bill Rosenberg Women's-Becky Sobel Margaret Sonata

HERE'S WHAT WE'VE BEEN DOING

That a man is no older than he feels can readily be attested to when a fellow like Ike Hohenstein (who is 61 years of age) wins first prize twice at the kiddies party.

Morris Goldstein's only complaint against Bear Run is that the waiters don't wear roller skates and use

Jack Cohen and Ray Cole both wish to apologize for their appearance during their stay at the Club. They only brought one dozen neckties with them.

The basement shoe department was well represented this summer. The sheiks were all there in full force powder puffs, compacts, cologne, 'n everything.

Mr. Haas, the store's champion "wolley ball" artist, confined most of his activities to tennis this summer. As a tennis player, he talks some game.

The Snipe parties were unusually successful this season. Miss Bigham and Mrs. Synder almost had the camp in tears at the thought of their tragic deaths, but the best snipe hunters eventually found them very

When the men of the Club so far forgot their gallantry as to go to bed while two poor girls were lost in the woods, Mrs. Synder and a few helpers aroused the hardhearted crew, and made them aid in the search. Finally Myrtle and Becky were found.

Mr. Kahn vows that hereafter he'll look for whofile

birds instead of snipes for they taste much better.

A hike to Ohiopyle every week gives us a chance to test our walking ability- and to find out who is able to test our waiking ability—and to find out who is able to swim in the Youghiogheny without hitting a rock. "Pat" Dolan gets the booby prize on that point as he almost lost a toe in the "Youghy."

One person asks "Who can find the trail to Point Look-Out?" Two groups tred to discover it during

their vacation at the Club. The second party was de-

termined to make it but succeeded only in losing the articles which they intended to use as land marks on

There have been all kinds of new titles at the Club. The latest goes to Al. Winer as "The Greatest Lover of the Campus."

Mr. Silverman, a visitor at the men's club house, caused quite a flurry among the checker players. He simply annihilated many contestants, including "E. simply annihilated many contestants, including J." but met his equal in Raymond Heyman.

Bill Rosenberg and his clan were the champion eaters during their stay at the Club. It was all the neighboring tables could do to get anything to eat, this crowd kept the waitress so busy.
"Ziggy" Kahn is taking good care of the men at least

in the morning and evening. He sees that they get their cold plunge in the morning and puts them to sleep

with bed-time stories of great athletes.
One Saturday night, Ray Heyman and George Silverman put on several acts that would have been head-liners at Keiths. The appearance of the "Bowling champion of western Pennsylvania" bowled over the

Sounds like a peppy crowd, doesn't it? IT WAS. "The Observer."

888888 "Zeke"

Hope you all enjoyed your vacation. I did.

Ain't no use to try t' show dignity on a 'mty pocketbook.

* * * There aint nothin' no more annoyin' than gettin' your legs caught in th' wires while takin' radio exercises with a head set on.

* * * Cavanaugh on th'main floor says that oaks does grow from acorns, but it's not everybody what is that kind of a nut.

Drake says "too many solid, conservative citizens is solid from the ears up. * * *

Worry will make people thin, except when they worry 'bout bein' fat.

* * * A bride's friends on th' main floor gave her a shower -an' th' groom complained that he didn't get even a drop.

* * * There's gettin' to be so many radio liars that even if a fellow was able to git Europe, he'd be afraid to tell it

* * * A grouch never laughs except at other peoples trou-

* * * You kin say what you want to 'bout a triflin' an' no 'ccount son-in-law, but nobody aint never yet accused one o' not havin' a good appetite.

If it aint good manners t, point your finger, how are you t' go 'bout selectin' French pastry?

The hickness of a small town is allus judged by how perfect th' town band kin play "Th' Mockin' Bird remarked one of our superintendents after his vacation in Indiana.

Even if a man aint his brother's keeper—there is times when he thinks his brother needs one.

The Storagram

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SEPTEMBER

Are You Ready For The Job Ahead?

From time to time, often from week to week, opportunities for promotion occur within the Big Store. There are vacancies for one reason or another, or in the growth of such an institution, new jobs arise. In both cases the executives concerned scan the list of employees who might possibly be fitted for the work. Kaufmann's policy to fill every vacancy, if at all possible by a worker already employed in the st ore. If there is no one with sufficient training, background and experience available for the position, it is necessary to seek some one outside the store. They prefer to give to an employee who is already acquainted with the store and its spirit of progress the opportunity to move up a step.

Should there be an opportunity for you, are you equipped for larger responsibilities? Preparing yourself for a higher job does not mean that after a month's study you should throw out your chest and say to your-self, "I know all about this job. I'm too big for it now. Give me something more important." You must be far sighted enough to equip yourself for the job ahead, but you must be satisfied enough to put into your present work your best efforts and thus make a bigger job

You will find that good habits formed on one task will be just as valuable to you on another. Industry, accuracy, applying a little thought to the simplest way of doing your work, courtesy towards those with whom you come in contact, are as necessary characteristics of a successful stock boy as of a successful executive. Habits, character, which are important features in considering a person for promotion, may be developed in your present task. Broader information which usually is necessary in taking over larger responsibilities, you can acquire by consistent study.

Pittsburgh offers unusual opportunities for general

studies in its night schools. Your Training Department in its own courses and in cooperation with the Research Bureau for Retail Training of the University of Pittsburgh, offers you specific training in department store problems. The Executive Training Course which begins in October is planned particularly to train interested and alert employees for advancement.

Are you eager enough for promotion to prepare for it?

888888

Seven Years Old

With this issue, the Storagram is seven years old. It has progressed through all the ills of childhood and developed into a sturdy young creature in whom most of its surrounding family (and that is the whole store) is greatly interested.

The editor tries to give you in the Storagram articles, news items, information, bits of poetry, humor-Whatever will interest you and create among you a feeling of comradery. Through the Storagram, you keep in touch with personal news as well as store-wide events; you learn of the aims and ideas of your fellow-workers and

We want—and try—to make the Storagram interesting and worthwhile. If it succeeds, it is more than worth the effort that goes into its preparation. It can be improved in many ways, and one way is to have more contributions from you.

The reporters and contributors from many departments deserve much praise in the kind and regularity of contributions. Other departments have only a few items or are not mentioned. Then they exclaim, "The Storagram treats us like step-children." The Storagram isn't at all partial except that it has a warm spot in its heart for regular contributors. You can win its affection and the interested comment of the whole store in the same way

Departments which have been slumbering when they should be gathering news, need to find out how interesting it is to read about themselves and how interested the fellow-workers are in the events in all depart-

Help the Storagram celebrate its seventh birthday by flooding it with news!

888888

The Greatest Things

The greatest sin—fear.

The best day-today.

The biggest fool—the girl or boy who will not go to school.

The greatest deceiver—one who deceives himself.

The most beautiful woman—the one you love.

The greatest mistake—giving up. The most expensive indulgence—hate.

The cheapest, stupidest and easiest thing to dofinding fault.

The greatest trouble-maker—talking too much. The worst bankrupt—the soul that has lost its

enthusiasm. The cleverest man—one who always does what he

thinks is right.

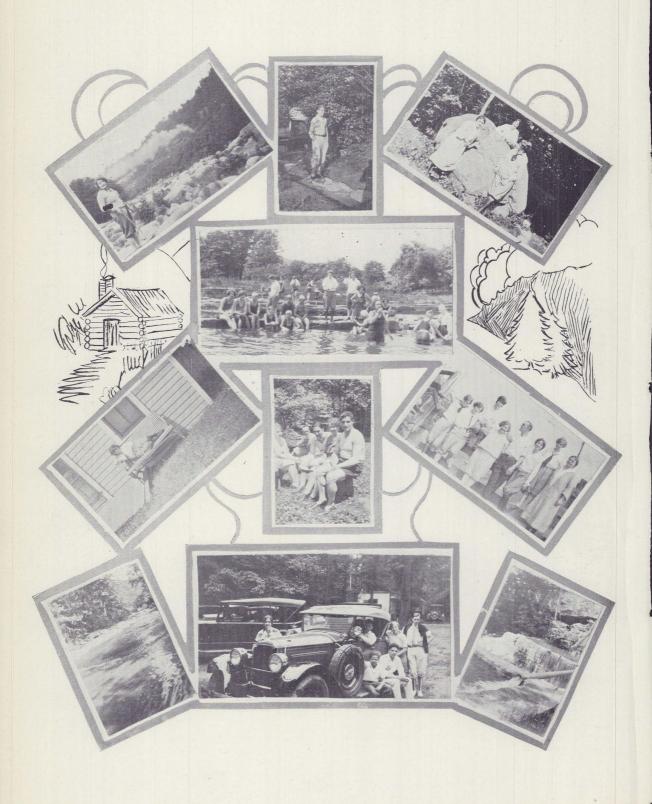
The best teacher—one who makes you want to learn. The best part of anyone's religion-gentleness and cheerfulness.

The meanest feeling-iealousy.

The most important training—training in democracy.

The greatest need—common sense. The best gift—forgiveness.

DR. FRANK CRANE.





As a Customer Saw It

As I entered the department a saleswoman approached me in a dignified manner, and asked me if I wanted to be waited on. I said I was looking for a coat for my mother and that I would like to know what they had in a dark blue summer coat.

Much to my surprise, she was willing to talk to me instead of "passing me down the line." It was a relief not to be interviewed by two or three people before actually getting

to the merchandise.



The salesperson asked how my mother was built and what size she wore. I said forty or forty-two, and asked the difference in size between the coats in the Misses' department and Women's department. She explained the differences in size.

The salesperson suggested something for fall and said the new line had just arrived. I inquired the price of a coat on a model and found that it was one of the new garments. She explained briefly the fur and the materials.

Then she picked me a beautiful blue coat from one of the racks. It was an excellent value as it was reduced from a higher price.

I said that I would ask mother to come in and see this one, as she wanted something

light to finish the season with and probably wear again next year. The salesperson felt sure that she could find something to please my mother, and said that she would be glad to have her visit the department.



While I did not see a great deal of merchandise

I was pleased with the saleswoman. She was ready to show me less expensive coats as well as high priced ones and she seemed interested in me even though I was not going to buy that day.

888888

Another Surprise

Joe Dolan surprised his family and friends with an announcement of his marriage to Miss Mary Elizabeth O'Brien. The news just came out, but the wedding took place in New Castle about the middle of July.

Joe, who was formerly editor of The Storagram is now in the advertising game.

All his friends in the store wish him and his bride very happiness.

Pittsburgh's Purse

Prosperity in its most substantial aspects is now finding a permanent position in the homes of Pittsburgh.

The average Pittsburgh family is finding it easier than ever before to acquire many comforts and luxuries

as well as the primary necessities of life.

These are the conclusions to be drawn from a survey of living conditions in Pittsburgh made by the Peoples Savings & Trust Co. with the co-operation of the Pittsburgh Press. The survey was developed from authentic sources of information in Pittsburgh and Washington, D. C., where the official records of the U. S. Government were carefully studied to obtain data regarding the city's economic life.

Economic conditions are unusually favorable to the great majority of Pittsburgh families, it is disclosed. Wages show an advance of 103 per cent compared with an average of 28 per cent in the general cost of living. Owners of renting property in Pittsburgh have been more successful than in many other cities in stabilizing the rent level. Pittsburgh's food and clothing merchants are giving their customers the benefits

of lower prices.

Pittsburgh families are raising their standards of living to a new and higher level. In 1925 they contracted for \$330,000,000 worth of new life insurance policies or more than in any other year in history. Pittsburgh leads Cleveland, Boston, St. Louis and other and larger cities in the number of persons earning enough to bring them within the list of federal income tax payers.

Pittsburgh's commercial activity is high. Bank clearings have risen to approximately \$180,000,000 daily. The city's principal industries represent a capital investment exceeding \$1,000,000,000.

(Courtesy Peoples Savings & Trust Co.)

888888

Sixth Floor Wash Goods Department

Twenty and more kinds of goods, Displayed on the sixth floor, Ginghams, linens, broadcloth, crepe, And yet a dozen more.

Batiste, organdie, poplin, swiss, Rayons, and voiles so sheer, Arrayed in the wash goods department, By Cohen, Hook and Greer.

And then the pleasing sales force, Heathcote, Staley, Miller, Kalb, Nicholas, Holmes and Letzkus, They're always on the job.

There's O'Keefe, Greco, Rettinger, Eckblad, Cavanaugh and Embs; They know what's what in fashions For neckline, sleeve, and hem.

Oh, what a busy bunch of folks, Each day's work is fun, Smiling and ever ready to serve, That is department 51.

HILDA KLINZING -X79

Good News Coming For The Girls

It may be in the next Storagram or it may be in your pay envelope.

Just Wait.

B. L. TRAUB.



Department Reporters



Eleventh Floor Notes.

As announced in the last Number of "Storagram," we have to report an attractive showing of new goods in our "snappy" Radio Department:-

The NEW ATWATER-KENT, with Single Dial Control:

The NEW FREED-EISEMAN, with both Single and Double Control:

The NEW FRESHMAN—Cabinet Model—with New Departure Metal Dial and panel, and built-in Cone Speaker.

Great rivalry apparently exists in the opinion of the public between the NEW RADIOLA NO. 100 CONE SPEAKER and the NEW VICTOR LUMIERE CONE SPEAKER: not only because of their fine tonal qualities but also their appearance.

The NEW WESTINGHOUSE A AUTOPOWER is a boon to all radio users in that this device will provide sufficient A current to operate sets up to 12 tubes.

The MAJESTIC SUPER B ELIMINATOR has proven itself more than capable of supplying the demand for a first class B Eliminator at the right price. It will supply enough B current to operate as high as 8- or even 10- tube sets. These two devices can be attached to any set and operated from an electric light socket.

Radio—and its fascinations—were for the time being pigeon-holed in the minds of the people in our "livewire" Radio Department on July 30th when they comprised three auto-loads of "jollificators" on a week-end visit to Kaufmann's Summer Club. Someone—let me think: was his name" Nevermore," or something with the same poetic tang in it—left his Automobile Blue Book for 1926 at home. The result was disastrous to a record-making trip, but of course the attractive company he was in was taken as a most plausible excuse. Everybody's word— as well as innumerable snap-shots—can be depended upon as authenticity that every member of the party would repeat the outing as "early and often" as an opportunity presents itself.

The genial Manager of the Radio Department—Mr. Hornberger—combined a business and pleasure trip by automobile of some 2000 miles last month. His itinerary included Washington, D. C., but we are not in a sufficiently confidential position to be able to divulge any advance information as to the result of his visit there; or whether it had a political "flavor" or not.

"Chef" claims the only comfortable spot in town during the torrid weather was one corner of his domain. We think it must have been the refrigerator.

The "GIFT SHOP" is proving a dangerous rival of the main Dining-Room in attracting patrons within its environs. Gifts from all parts of the world can be obtained here for all occasions, and that the prices are not the least of its attractions, customers many times are surprised into commenting upon.

The popular buyer of the Gift Shop—Miss Marie Fismer—increased the interest of those connected with her in her department by her re-appearance among them fairly bubbling over with enthusiasm over the results of her recent three months' trip abroad. Almost every day produces evidence that her feelings were thoroughly justifiable.

888888

Cafeteria Seasonings.

Being firm believers in the old adage that "all work and no play," etc., the Cafeteria folks on the 13thfloor improved their opportunity afforded by a half holiday recently and hied themselves to Mineral Beach for a picnic. A merry time was had by everyone and many startling records were produced; one being the wonderful showing made by our champion ball player—Miss Sestak—whose coyness is faithfully portrayed in this number of "Storagram." Do you recognize her? Our

soda fountain Expert, and wide-awake Chef also added to their laurels, but their records were confined to entertaining the "fair sex." Swimming the English Channel

will be a mere pastime for Ella and Mary if they practice long enough, we all think; deep sea diving also, though good-looking Life-Guards would "help 'em some," they say.

Even the table- tops, brass, and silver ware glistened more cheerfully to show their enthusiasm upon the return of our Manager—Mrs. Leopold. Judging from appearances, her vacation—which included a wonderful automobile trip of some 2000 miles—did her a world of good.

of good.
One result of this renewed vigor and mental activity will be evidenced shortly by a New Chocolate Ice-Cream Specialty— which will be hard to beat. Watch for its appearance! TRY IT!! And see if we are not telling the truth!!!



Our Aim.

To render increasingly better service.

To make and keep many friends.

To sell good, wholesome food at very lowest prices.

To have the co-operation of the Officials and Employees of our Store.

EMPLOYEES' CAFETERIA.



Seventh Floor Notes

When it comes to hiking, Mrs. Peterens can compete with any of the younger set. She led the hike from Bear Run to Ohiopyle.

We failed to mention in the last Storagram that Mr. Wolf got his fishing experience in the gold fish pond on

the seventh floor.

"Has anybody collected the want slips?" is what Agnes asked when she talked in her sleep one night at Bear Run. Who dares to say that Agnes isn't interested in her work?

Irene and Agnes revived an old pastime at Bear Run. From the happy looks on their faces, we judge that the daisies said, "He loves me."



Cal Packard, crack first baseman of the Homewood team dreamt he was running for a fly. He got so excited over it that he fell out of bed and acquired two stiff knees.

Mr. Long of electrical goods had a delightful motor trip through Pennsylvania, Ohio, Michigan, Illinois, Wisconsin, Indiana, and Kentucky—altogether covering 2,032 miles.

Miss Castor is right there when it comes to entertaining—singing, dancing, and playing the uke. No won-

der she is so popular.

We are wondering why a certain party in paints sometimes changes his name to Herb.

888888

You Must Have Seen the Smile

A wedding of interest to many fellow-workers will be that of Mr. Charles N. O'Donnel, floor superintendent of the Basement, to Miss Gertrude A. Schuler. The date is set for October 6, the place—King's Rocks:

Mr. O'Donnell's brother will act as best man; Miss

Mr. O'Donnell's brother will act as best man; Miss Jessie Schuler, a sister of the bride, will be maid of honor. A "smile that won't come off" seems to be part of

Mr. O'Donnell these days. No wonder—he's looking forward to many years of happiness.

888888



Basement Millinery Party

They look happy—and they were. The picture was snapped in front of Miss Sue Meehan's home at Gregg, Pa., one Saturday afternoon in July. Miss Meehan knows how to entertain, and everyone had a most enjoyable afternoon and evening.

First Floor Notes

Miss Nacey of the ribbon department stopped off a few hours at Atlantic City on her vacation. The rest of the two weeks was spent on the B. & O. going over and back.

Helen Carroll of the hosiery department just returned from Detroit, Michigan, where she completed a course in mechanics. It is a safe bet that Helen will never walk back when she goes riding in a Ford.

Evelyn Minneman of the ribbon department had a wonderful vacation at Mineral Beach—located back of the Homestead Steel Works. People have asked what kind of water they bathe in—fresh, salt or mineral. "Min" says "Dirty water."

Sara Schneer visited friends in New York during her vacation. Now she speaks the New York language very fluently.

Thompson of the watch department lost a bunch of keys on a chain. Any information or their return will be appreciated.

The glove department was happy to welcome Miss Kelly, who has just returned from a visit to England.

MRS. CLYDE LOGAN

Formerly Miss Alfretta McDermott of the Notion Department. Miss McDermott's marriage was a surprise to her friends in the store who heard about plans for the wedding on August 10, only after she had gone on her vacation.



The jewelry department has been slow to meet the request for bathing beauties' photographs. But just let some of the Bear Run boosters start a bathing beauty contest there and watch us come in strong.

Oscar Salvador of the drug department had a very extensive auto tour with his family during his vacation.

"Rudy" of the watch repair department spent a vacation watching Niagara Falls. He also stated that he had something better than water in the evening when he could not see the Falls. Some people bring back proof.

Miss Anna Udin, assistant buyer in the book department, was married to Dr. Arthur Cohen on Sunday, August 15.

Mrs. Cohen will take a combined honeymoon and vacation and then resume her duties in the book department in addition to her new duties as housekeeper. Dr. and Mrs. Cohen will live in Clairton.

On Wednesday evening, August 11, Miss Woods entertained the girls of the book department in honor of Miss Udin. Everyone had a very delightful time. No tears had to be shed in parting, for the girls are happy that they are not going to lose Miss Udin.

Miss Tillie Torchia, one of the T Contingents, left

for her vacation on June 26 and was married June 27.

Miss Fasick, assistant in the Ladies Neckwear department, wishes to thank the friends in the store for their expressions of sympathy at the time of her sister's death.

The members of the ribbon department extend their sympathy to Miss Gibson whose father died June 28th.

Miss Gibson herself was ill for sometime.

The stationery department girls have chosen an original way of spending their vacations—getting rid of tonsils and then recovering from the loss.

Tenth Floor

Miss Louise Dunkel again is busy in the Employment Office after seeing all the sights of Europe. She enjoyed her trip-both on land and sea-and has the good record of not succumbing to sea-sickness—even in rough weather.

A certain girl in the C. O. D. department was delighted to get a box of salt water taffy from Mr. Mansback of the carpet department when he was in Atlantic

City

If freckles and sunburn prove a successful vacation Emily and Margaret certainly had one at the Club.

Peg Yenke and Mary Miller are among the bathing beauties seen at the Edgewater Camp every Sunday. Miss Ingram is very pround of her new nephew. How

on will we hear about his tricks, Margel One person has come back to Pittsburgh boosting the esqui-Centennial. Miss McCard says she really enjoyed it. Agnes Downey passed up the "Sesqui" to spend all her vacation at Atlantic City.

Mr. Roland Friedlander must have spent every day of his vacation chasing the ball around some golf course in the Adirondacks. The coat of tan is becoming.

The Bookkeeping department was glad to see Miss Edith Crowley formerly of the Big Store, who is now manager of the Bookkeeping department at Stern's in New York City.

888888



MRS. ALBERT SAPPO

This photograph of Mrs. Sappo (formerly Miss Caroline Leonard of the N. S. S. S.) just found its way to the editor's desk. Every one in the North Side office was sorry to lose Caroline, who forsook them in June for the more quiet tasks of a housekeeper.

Miss Betty Auth of the Auditing office was married July 21st in St. Anthony's Church, Millvale to Mr. Adam Mickszen.

Miss Mary Bernard surprised the Auditing department by returning from her vacation wearing a wedding ring. On August 4th, she took upon herself the name of Mrs. Robertson.

Much happiness to our brides.

Miss Hilda Karrasch of the knit underwear department was married to Mr. W. Ford McCurry on July 26, 1926 at the West End Methodist Episcopal Church.

Miss Karrasch has been in the store seven years. Her many friends wish her the greatest happiness.

Cupid has been in the statistical office again with his bow and arrow. The victim was Miss Bess Hill who became the bride of Mr. Morris Kramer, August 18th.

Mr. Dan Wolfe, our night superintendent, enjoyed his vacation in the wilds of Canada. The purpose of 'Tis said that not all his fishing the trip was fishing. was done in the lake.

Across the Pond

At Mt. Vernon

George Timlin from the N. S. S. S. who spent his vacation at Camp Mead in the Citizens' Training Camp.

It looks as if George had a pretty good time sight - seeing around Washington.



No doubt we will hear some more fish stories when Mr. Spencer of the Print Shop returns from his vacation. He was at Geneva-on-the-Lake and there are some pretty good sized fish in Lake Erie.

Izzy said he enjoyed Mr. Spencer's vacation very

much.

The department managers of the N. S. S. S. wish to thank Mr. Byrne of the furniture department for the invitation and the wonderful time which they had while visiting the Franklin Furniture Factory. Those who attended will remember long the real country dinner and the "bar" which was quite a treat.

Charlie Fastin used to tell us about the different babies" but since he married and is the head of a fam-

ily, he speaks of "the baby'

Yes, Andy Lunz still has hopes of Banksville becoming a second Florida. He has the optimism of a true real estate man.



AFTER A HARD MORNING Al Chiapetto of the North Side Repair Shop posing in front of a Back to Nature Cottage at Bear Run.

Art Needlework Department

Mrs. Hale has returned from her trip abroad and is planning for a very busy season. We are looking forward to seeing the many beautiful and interesting things that she purchased in Europe.

Miss Martin and Miss Young are back from their

vacation and report having had a splendid time at Bear

Run.

Miss Victoria Durson has rented a cottage and will spend two weeks at the Club with her mother. No place like Bear Run, she declares.

Judging from this snap shot and others that Miss Weiss is showing, she too had a wonderful time. The picture was taken on Lake Erie.



888888

Millinery Department

Miss Brennen is spending her vacation in New York and Atlantic City, having motored there. She will have some wonderful stories to tell on her return. What's the name, please?

Mrs. Salomon always finds new adventures in France. During her recent trip, she had the experience of break-

ing into the movies.

The photographer of Fox films took pictures of Mrs. Salomon and Mrs. Tinnenbaum of New York at the races because "they were two of the best dressed women" there.

To Mrs. Salomon goes the honor of carrying American

style to Paris.

Betty Reilly spent her vacation in Baltimore. She couldn't have gone there to keep cool— must be another good reason.

Bear Run is a popular vacation place with the Millinery department. Édna Krauss, Mary Voltz, Matilde Waldschmidt and Loretta Schonn all spent very pleas-

ant vacations there.
Mr. and Mrs. C. O. Dunn, Miss Arnold and Miss Bepler and her brother spent one week-end at the Club.

888888

Miss Halperberg, formerly in the Children's Hat department, has left the store to return to her family New York City.

Miss Collins, Mrs. McLain, and Miss Herbert all spent part of their vacations at Kaufman's Summer

Club.

The children's department is bound to be gay this fall with all the brilliant plaids that are being shown both in dresses and coats.

When Miss Halboth returned from her vacation in Cleveland, she was delighted with the new children's hats that had come into the department.

22222

Toys and Keys

If you want to hear a hard luck story of lost keys and lost tempers, ask"Happy" Solomon. He used all kinds of devices even a toy magnet set, to draw that much wanted key out of its hiding place, but to no avail. Now Traub's garage has a new lock and key.

Sixth Floor

Sixth floor day at Bear Run, July 24, 1926—a day to be remembered long by all who came and enjoyed to the fullest measure

There were about sixty people from all the sixth floor departments who joined in the carefree spirit of Bear

A good bed and three wonderful meals and the beauty of the surrounding country made the time too short and every one refreshed for a fuller week of work.

We all enjoyed Mr. Roth's bed-time stories for

grown-ups. Ask anyone who heard them.
Miss Heathcote, Miss Rettinger and Miss Greco enjoyed the Paul Jones with Mr. Roth's wonderful calling.

Courtesy and interest is a feature of the linen depart, ment the year round as was recently proved by a new employee. A customer reported to Mr. Hook the aler and kind interest of Miss McCartney who came from Belfast, Ireland not so long ago. Miss McCartney had considerable experience with linens and knew what she was talking about. Mr. Hook reports that the customer purchased a large amount of merchandise and formed a very favorable impression of Kaufmann's. This kind of service is not only profitable to the salesperson but is appreciated by Mr. Boston and the whole Kaufmann staff.

888888

Fourth Floor Doings

Mrs. F. Magoris, our coat buyer, is touring the mountains of Vermont on a two weeks' trip.

Mrs. Marie Shanley was a guest at an Oakmont Camp

and witnessed a very unique wedding.

Conneaut Lake is a popular resort with members of the coat department. Mrs. E. Law and Miss Marie Yeager will spend a week at Oakland Beach Conneaut. Mrs. Florence McCrory also spent one week of her vacation there.

Miss Eva Skillen will be the guest of friends in Chi-

cago during her weeks away from us.

Why should a short stop-over in Chicago hold so much excitement after an eventful trip through Yellowstone Park, Miss Henkle can answer that question.

Our entire department misses Mr. Sexton, our floor superintendent. We all wish him an enjoyable time

during his European visit and a safe return this fall.

Mr. Broecker of department 29 is acting as superintendent during the time that Mr. Sexton is absent.

Saul bought himself a box of matches. He claims

that this will be one additional feature of service. Matches are in great demand by our lady customers on the fourth floor.



MISS VIRGINIA LONG

She is not in the beauty pageant—only spending her vacation at the sea-shore.

Miss Leman is spending her vacation at Minn-When she reeapolis. turns she'll have to take a week at Bear Run to recuperate from the journey

We are glad to hear that Miss Finegold is recovering from her recent long illness. We hope to have her with us soon again.

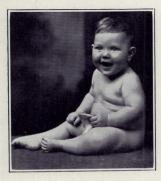
FORBES STREET SERVICE STATION

Have you ever been a stranger in a shop? Of course you have, and you have met many different traits of character while you were getting acquainted. You have bumped shoulders with fellows that would do anything in their power to help you, and you have met some that would not stop short of making your work appear an

absolute failure.

The first mentioned, you now claim as friends, for this is one way of making friends. The chances are that you have subsequently gained many points of knowledge from them, and it is probable that you have been able to show them an easier way of performing some of their tasks; going to show that it is always worth while to hold the new man's hand up until he gets acclimated. He may know more about your particular work than you do, and when it comes to giving out information, it won't be to the man that made it hard for him to get started.

REPAIR DEP'T.



Not an ad for baby food

"Mamie" is the youngest daughter of James Downey, chauffeur of one of the hamper trucks running between the store and Forbes Service Station

Miss Anna Cavanaugh left the parcel post high and dry one Tuesday morning. About noon, one of the girls was called out and came back with the news of Anna's wedding. Her new name is Mrs. P. A. Miller. Everyone in the parcel post and shipping departments wish her much joy.

Chris Tierhoff and Neddie Swaboda participated in an exciting "Scooter" race at West View. Neddie made one lap more than Chris before they ran out of gas. Chris says his machine had a faulty gear-shift.

Robinson was wheezing around with a couple of ladies at West View on Picnic Day. His long suit is steadying them up on the "dips;" a kind of bumper, as it were.

Joe Yates took his new four-door on its maiden trip

Joe Yates took his new four-door on its maiden trip to New York. He says she acted fine except at times, when they sighted an aeroplane, and then, he could hardly hold her down.

Bob Robinson contemplates motoring through New England on his vacation. This will likely prove to be his last long trip, as he is looking forward to an event on or about the tenth of January that will make it advisable for him to plan shorter trips in the future. He doesn't think so, and is laboring under the old saying; "Two can live as cheaply as one." Try and do it.

doesn't think so, and is laboring under the old saying;
"Two can live as cheaply as one." Try and do it.
Bobby Hanlan calls his dad's car "Cinders." When
questioned where he got the name, he said; "Well, isn't
a N-ash and a cinder the same thing?"

Erb's pastor recently called him over the phone. What were you doing, George, or, what weren't you doing?

Hadley and Shearer recently spent a Sunday in New York City. They got along all right for a while, but, about going-home-time, they discovered that their tickets and change were gone. They came in on a later train on the rods. WANTED: A circulating library for the Repair Shop Periodicals wanted; "Power," "The Automobile Trade Journal," "Popular Mechanics," "Motor Age," etc. Many suggestions and examples that would make for better efficiency appear in these publications. Here is a ground floor opportunity for some one who would like to follow in the steps of Andrew Carnegie.

A few picture books and some bed-time stories, for

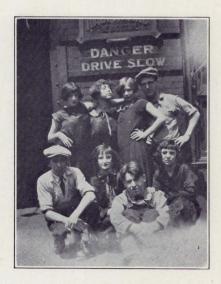
the kiddies would also be appreciated.

It's no wonder some people have money. Tierhoff and Conway recently visited a plastic surgeon. Tierhoff, to have his face lifted, and Conway to have his pulled down. Chris thought he should have a rebate for the scrap that would be left after the operation.

Willie Kinsler and Ed Shear are going to the Wilds for their vacation. Ed says there is plenty to eat in the woods. Subsist on the products of nature, as it were. We'll look them over when they come back, and see if it was a good bet.

Neddie was telling of working conditions in Bohemia. If out of work, all you have to do is make application at the employment office of your town. They give you a bed, breakfast, dinner, and carfare to the next town, provided they can't supply a job. Each town hands you out the same generous treatment. Not so bad, huh? If the towns hold out, a fellow might drag along O. K. We have to cut wood for our breakfast in this country.

22222



A Group of Packers

888888

Furniture Men Visit Factory

The members of the Furniture department and a number of N. S. S. S. men had an interesting Saturday afternoon visiting the Franklin Furniture Factory.

The group went to Columbiana in two large busses, were shown over the factory, given a very good dinner, and drove back to Pittsburgh in the evening. The men gained much helpful information and all counted it a very pleasant excursion.

The Adoria Beauty Salon

Miss Lee's idea of a most delightful vacation is spending about ten hours a day on horse-back. We don't know whether she got in that many hours but she had enough to make her more enthusiastic than ever about riding.

The combined trials of managing the department during Miss Lee's absence and mastering a bad attack of tonsilitis made Miss Gustafson altogether ready for a vacation. She is recuperating in Denver, Colorado.

The staff of barbers of the Beauty Salon recently has gained several new men. Mr. Robert Kuehn and Mr. Charles Hall are new in the store; Mr. Dearth has just moved up from the "Barber Shop" on 3rd Floor. Our Barber Shop is building for itself an enviable reputation in original and striking hair cuts. The new cuts are sketched by the artist and hung in the departmenta method of display vastly superior to the usual ones. "Il Duse" is one of the latest and most popular cuts.

The Beauty Sa'on was very proud of its Pierro-Paris display in one of the Fifth Avenue windows.

Atlantic City and Coney Island entertained Mr. Anderson during his vacation. Both are good places to see the latest shingles—and the bathing beauties who display them.

The members of the department extend their sympathy to Miss Weisberger who lost her mother.

555555

Drapery Departmeet

The drapery Department welcomes the return of Mr. Davis who has been on a very successful buying trip in various important commercial centers of Europe.

Mr. Mandel is spending his vacation at the sea-shore.

Atlantic City to be sure.

Mr. Go'dstone of the wallpaper department and his

family also are enjoying the ocean breezes.

The following from the drapery department are now included in the cheering section for Bear Run—Miss Seubert, Mary Dawson, Francis Cornelius, Miss Carr, Miss Voelker and Julius Goldsmith. All report a very happy vacation at the Club.

In Linoleum alley, we observe that—the girls are all envious of Lew Murray's permanent wave and he is

constantly asked how often he has a reset.

Roth says no one loves a fat man-will someone please advise him best methods of reducing?

Fitzpatrick must be building some home, judging by the number of architects—three or more does keep one

guessing.

Two more of our department have joined the ranks of bobbed hair. Miss Harrison of window shades and Miss Mariano of lace curtains. The worst that can be said is that it looks fine.

888888

Second Floor

There's nothing like beer and pretzels to revive one after a hot day of stock-taking. Ask anyone in the men's sweater department.

"It won't be long now", says Miss Rice as she gazes

at the ring on her finger.

The best way to approach a customer is with a smile. Brooks knows

Dan returned from his vacation with a beautiful red

nose. How do you get that way?

Mr. Harris, Men's Clothing Buyer, is back from Europe after a nine weeks' trip. We're glad to see him back.

The boys are saving their pennies and want to know when the wedding bells will ring for Walter, men's clothing fitter.

What's Happening To The Library?

Usually when this question is asked, it intimates that the wrong thing is happening—that a record has slipped, and that we are seeking the cause. But not so in this case. The question was asked recently when some one was looking over the library records. It was an expression of amazement at the greater number of books borrowed during the summer months of 1926 than in the same time last year.

The comparative June records were given in the vacation Storagram. Here is the record for July-

1925 -Number of books borrowed -456. 1926 -Number of books borrowed -714

Of the 714 books taken out of the library in July, 64 were non-fiction, proving that some of the readers wanted a book "not too light" even in hot weather.

There are new borrowers each month, many of whom have been in the store a long time, but who have just discovered how helpful or pleasant the library can be to them. Have you made that discovery for yourself? Miss Wolpert will be glad to register you and help select the books you'll enjoy.

A LIST OF OLD FAVORITES

Pick out any one you haven't read and you'll not

be disappointed in it. Between Two Loves

Barr Jane Ever Bronte Patricia of the Hills Burrows The Skeleton Key Capes The Professor's House Cather The Dwelling Place of Light Churchill Thelma Corelli Corrie Who Foster Janice Meredith Ford The First Violin Fothergill

The Little Shepherd of Kingdom Come Fox Five Nights in Five Pines Gaul Dorothy South Eggleston Steel Preferred Hale Lady and the Pirate Hough If Winter Comes Hutchinson Empty Sack Tale of Triona King Locke This Time Tomorrow Lutz The Brewsters' Millions McCutcheon The Fifth Wheel Prouty Tangled Trails Raine

FOR THE RUG DEPARTMENT We have recently received from the Carnegie Library a group of books of special interest to the members of

the Rug Department Craft of Handmade Rugs Hicks Oriental Rugs Hooked Rugs Carpet Manufacture Philips Bradbury How to Make Rugs

Wheeler Carpets and Rugs History and Manufacture of The Hoover Co.

Floor Coverings Review Pub. Co.

888888 Lost

A Psi Omega fraternity pin on August 4th—probably in the store.

Finder please return to Miss Clancy, Executive

Office, Tenth Floor.

A man's wallet on August 25th-between noon and five o'clock. Contained money and papers valuable to the owner.

Reward to anyone returning to Mr. Padgett, Men's Hat Department.

The Habit of Reading

The habit of reading provides a veritable reservoir for the satisfaction of happiness. It is a habit which compensates for bodily infirmities, for the lost physical zest, for the activities which require externals. With reading, a contented person has the freedom of the seven seas and all the continents. He has the philosophy and history of all ages. He can follow the scientist in the laboratory, a caravan into the Gobi Desert, or the climbers into the Himalayas.

All the world is on his canvas, and no four walls can confine him. Reading is a friend which will walk with a person from childhood to old age, but it is a friend which seldom can be made in later years. It comes through life with you or not at all. It is a friend whose gifts are richer with age.

For pleasurable sensations when there is a wind in the gables, or a heavy rain beating on your window, let there be urched for you a book which shall be as the flying carpet to the towers of Bagdad. It is a carpet which never wears out if you have found its uses.—Liberty

